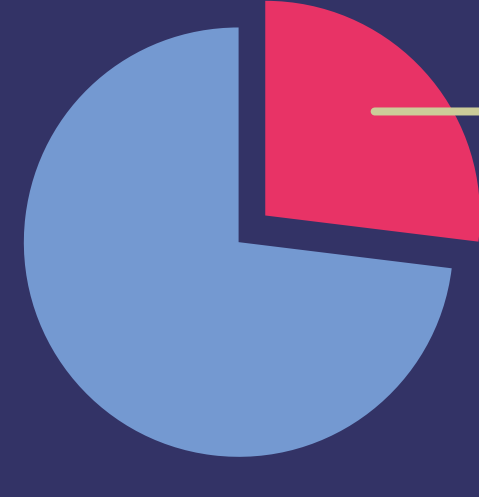


HOW Millennials make purchase decisions



27% of global population is millennial, which is currently

[2B]
people

\$1.4tn

millennials spending power estimation for 2020

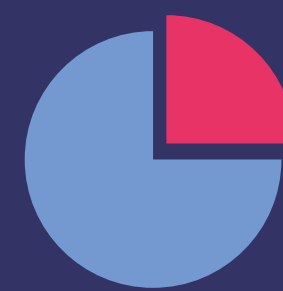
54%

of 18-to-34 millennial age group purchases are online



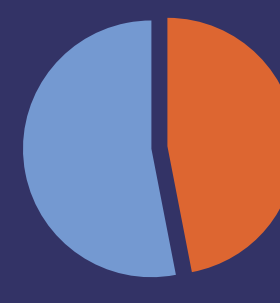
THEY EMBRACE MOBILE

25% of Millennials spend more than **5 hours** on their smartphone **each day**



Millennials make up **58%** of mobile shoppers and are **2.5 times** more likely than the average shopper to be **influenced by a mobile app**

47% of millennials say social media influence their **purchase decisions**



16% of millennial smartphone owners make **online purchases** on their smartphones **multiple times per week**



THEY LOVE SOCIAL



43% of Millennials have liked more than 43 brands on Facebook



63% stay up-to-date on brands via social media



44% are willing to promote brands on their social networks



62%

of millennials say if a brand engages with them on social networks, they are more likely to become a **loyal customer**

51%

of millennials would share information on social in exchange for an incentive such as a discount or coupon

64%

of millennials believe social media is one of the most effective channels for reaching brands

60%

of millennials say social advertising is more credible when influencing their decisions

THEY LIKE BRANDS THEY CAN TRUST

51%

of millennials say customer reviews have a more significant impact on their purchase decision

95%

of millennials believe their friends are the most credible source of product information

48%

of Millennials say word-of-mouth influences their product purchases more than TV ads

84%

of millennials say that user-generated content influences what they buy

75%

of millennials say it's essential that a company gives back to society instead of just making a profit